

ABSTRACT

A method of recognizing revenue for a Web advertising reach and frequency campaign can comprise specifying a target Gross Rating Point (GRP) for one or more lines of the advertising campaign. The method can further comprise specifying a total booked amount of money for the lines, and apportioning the target GRP among one or more time periods of the campaign for the lines. The method can further comprise apportioning the total booked amount among the time periods, wherein the revenue is based on the apportioned GRP and the apportioned booked amount.